CONTRACT APPROVAL REQUEST

PLEASE ROUTE AND RETURN TO S. TOWN-RAFFERTY (7TH FLOOR) BY FRIDAY, APRIL 9TH

PROJECT: 1993 Parliament "Out-of-this-World" Getaway Contest
Judging and Prize Fulfillment Contract

VEHICLES: Retail
FSI
Magazine Media
Direct Mail

PROJECT DESCRIPTION: Attached is the contract for contest judging and prize procurement for Parliament's 1993 contest.

FINANCIAL IMPACT: Costs not to exceed $83,800

BUDGET IMPLICATIONS: Covered in Brand budget.

VENDOR: Ventura Associates

COMPETITIVE BID: Ventura was previously used by Philip Morris for sweepstakes and was competitive with other vendor bids.

RESPONSIBILITY: S. Town-Rafferty

APPROVALS: Please sign both contracts attached.

OK 7/P 4/7/93

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Source: https://www.industrydocuments.ucsf.edu/docs/mfdy0004